

September 09, 2014

**Request for Proposals**  
Planning Services

**Comprehensive Plan**  
**Rolesville, NC**





## **Town of Rolesville Comprehensive Plan Request for Proposals**

### **Project Description**

The Town of Rolesville is seeking a qualified firm to provide planning services for the development of a comprehensive plan. The Town Board of Commissioners allocated funds in the 2014-2015 fiscal year to both the Planning and Parks and Recreation Departments to allow for the creation of and/or updates to several elements of the Town's Comprehensive (Community) Plan; specifically land use, transportation, parks and recreation, open space, and greenways. The existing plans were created by various outside consultants and are neither cohesive nor comprehensive because they were drafted at different times. The Town has experienced explosive growth over the last decade and, as such, realizes the imminent need for proactive planning tools that reflect its rapidly evolving vision for the future.

### **Scope of Services**

This Scope of Services format is offered to simplify the proposing consultant's task and to provide a consistent format to help the Town Manager, Planning Director, and Parks and Recreation Director compare proposal submittals. We welcome modifications to this format if the proposing firm feels greater detail or clarification would be helpful. However, please address the minimum information noted.

The Scope of Services includes activities for developing a Comprehensive Plan for The Town of Rolesville. The following is a breakdown of the services requested by the Town of Rolesville for planning services of the aforementioned project.

- Develop a public involvement strategy to include:
  - a steering committee,
  - an instrument to evaluate resident and visitor perceptions on destinations, obstacles and opportunities,
  - At least three steering committee meetings (more if necessary) to guide development of the plan,
  - two open house meetings with a printed agenda, power point presentation, handouts, displays and materials.
    - 1st Open House. Progress Report – current status, deficiencies and directions.
    - 2nd Open House. Progress Report – plan draft, funding and priorities.
  - One or more presentations to both the Town of Rolesville Planning Board and Parks and Recreation Advisory Board (PARAB) to outline the draft plan; and
  - At least two presentations before the Town Board of Commissioners (to include a public hearing) for approval of the Town of Rolesville Comprehensive Plan elements described above.
- Develop the comprehensive plan in accordance with town wide goals including, but not limited to: multimodal transportation, connectivity, and future land use.

- Client Review  
The proposing firm shall meet with town staff to review draft documents to ensure that the project is consistent with the scope of services. **The Town of Rolesville Comprehensive Plan shall be delivered to the Planning Board and Town Board for review within 9 months of the Town's notice to proceed and shall be presented in its final form for approval by the Town Board of Commissioners within 12 months of the Town's notice to proceed.**
- Progress reporting  
The consultant shall:
  - ✓ meet at least monthly with Planning and Parks and Recreation staff to summarize activities, progress and obstacles,
  - ✓ meet with the Planning and Parks and Recreation staff prior to scheduled open houses and public hearings or meetings,
  - ✓ staff all Steering Committee meetings, and
  - ✓ provide briefings to the Planning and Parks and Recreation staff via e-mail with monthly summaries of activities, progress and obstacles.
- Deliverables shall include:
  - ✓ coordinate with town GIS staff to produce map layers in ArcView 10.0 file format aligned with the Town of Rolesville parcel layer,
  - ✓ .jpg images,
  - ✓ Acrobat 6.0 (or more recent) files (.pdf),
  - ✓ MS Word text,
  - ✓ original hardcopy materials, with documents sized for portrait letter or horizontal tabloid printing,
  - ✓ One set of draft handouts, electronic presentations and sample display materials shall be provided in print or Acrobat format for staff review two weeks prior to the scheduled deadline for submitting materials,
  - ✓ Needed handouts and electronic presentations and display boards shall be provided to the Planning and/or Parks and Recreation Director for distribution at the open houses and not later than 14 days preceding any meeting of any Town Board (Commissioners, Planning, Parks and Recreation Advisory, etc.) at which presentations will be made.
  - ✓ Ten final approved Comprehensive Plan documents, one print ready original, one digital copy of all Microsoft Office 2010 (or more recent) documents, Acrobat files (.pdf), and ArcView GIS files.
- Document accessibility and ownership:
  - ✓ All documents, printed or electronically produced as part of this project shall be the property of the Town of Rolesville.
  - ✓ The Town of Rolesville shall remain free to copy and edit any and all documents and presentation materials, electronic or otherwise.
  - ✓ Electronic documents shall not be locked or password protected and the Town of Rolesville shall retain the ability to edit and update documents, including original word processing, spreadsheet, database, and mapping files and resulting Acrobat files.

- Prepare Final Town of Rolesville Comprehensive Plan:
  - ✓ After two open houses and final review of draft Comprehensive Plan documents by staff, the steering committee, the Comprehensive Plan shall be presented for Parks and Recreation Advisory Board and Planning Board recommendations, then in public hearings for review and approval by the Town Board of Commissioners.
  - ✓ The Town of Rolesville Comprehensive Plan shall be a bound, tabloid sized, and horizontally oriented document with reduced maps contained within the document and an Acrobat file with an executable table of contents suitable for digital distribution. All original electronic files used to generate the Acrobat file shall be provided to the Town of Rolesville and shall be in editable condition with full access rights.
  - ✓ Official maps for the Comprehensive Plan shall be produced in ArcView 10 with a print layout designed for 24" x 36" sheets and shall contain ordinary cartographic features.
- Timeline of Events
  - ✓ Submittals shall be submitted to the Town no later than **12:00 Noon, September, 26 2014.**
  - ✓ The first open house shall be held in the second quarter of the project.
  - ✓ The second open house shall be held in the third quarter of the project.
  - ✓ Deliver draft copies of the Town of Rolesville Comprehensive Plan to the Planning and Parks and Recreation Directors within 7 months from the Town's Notice to Proceed.
  - ✓ Presentation of draft plan to advisory boards (Planning Board and PARAB).
  - ✓ Town staff and advisory boards may require several months for review, input, and comment.
  - ✓ Preparation of final draft which shall incorporate additional input from staff, Planning Board, and PARAB.
  - ✓ Public hearing on the Town of Rolesville Comprehensive Plan before the Town Board of Commissioners.
  - ✓ Approval by the Town of Rolesville.
  - ✓ Final approved Town of Rolesville Comprehensive Plan delivered.

The Town of Rolesville will provide information, mapping, and assistance in this project where available.

Applicants should feel free during the selection process to provide any suggestions or comments that might be advantageous for the Town of Rolesville to consider in terms of any efficiencies, issues, processes, or products.

### **Administrative Information**

#### **A. Standard Terms and Conditions of Request for Proposals**

1. The Town of Rolesville reserves the right to reject any and all proposals, to consider alternatives, to wave irregularities and to re-solicit submittals.
2. All proposal submittals must be valid for a minimum period of ninety (90) days after the date of the submittal opening.

3. The Town of Rolesville reserves the right to select the most responsible and responsive proposal submittal which it finds to be within the best interests of the Town.
4. The Town of Rolesville makes no guarantees to any proposing firm until such time the Town approves the negotiated contract.

**B. Project Contacts**

The Town of Rolesville contacts for this project are Thomas A. Lloyd and JG Ferguson.

Prospective applicants may make inquires concerning the Request for Proposals to obtain clarification of the requirements. Direct all inquires to:

Thomas A. Lloyd, AICP  
Planning Director  
PO Box 250 (mailing)  
502 Southtown Circle (physical)  
Rolesville, NC 27571

Ph. (919) 554.6517  
Fax (919) 556.6852  
[thomas.lloyd@rolesville.nc.gov](mailto:thomas.lloyd@rolesville.nc.gov)

**OR**

JG Ferguson  
Parks and Recreation Director  
PO Box 250 (mailing)  
502 Southtown Circle (physical)  
Rolesville, NC 27571

Ph. (919) 554.6582  
Fax (919) 556.6852  
[jg.ferguson@rolesville.nc.gov](mailto:jg.ferguson@rolesville.nc.gov)

**C. Purpose**

This Request for Proposals (RFP) provides perspective firms with sufficient information to prepare and submit submittals for consideration by the Town of Rolesville. To be considered, each submittal must provide completion of the tasks outlined in the RFP.

**D. Scope**

This RFP contains the instructions governing the submittals to be submitted and the materials to be included. These are mandatory requirements that must be met to be eligible for consideration.

**E. Scheduling**

Submittals must be received by the Town of Rolesville by **12:00 Noon, September, 26 2014**. The proposal submittal should outline the schedule for completion of this project. Applicants are encouraged to discuss scheduling constraints with the town.

**F. Submittal**

Three (3) copies of the submittal shall be submitted to the attention of: COMPREHENSIVE PLAN, by **12:00 Noon, September, 26 2014** and delivered to either PO Box 250 (mailing), or 502 Southtown Circle (physical), Rolesville, NC 27571.

Late submittals will not be accepted. It is the responsibility of each firm submitting a submittal to ensure that three (3) copies of the document arrive by the submittal deadline.

**G. Proprietary Information**

Any restrictions on the use of the data contained within the submittal must be clearly stated in the submittal itself.

**H. Response Material Ownership**

All materials submitted regarding the RFP become the property of the Town of Rolesville and will only be returned at the town's option. Responses may be viewed by any person at the submittal opening time and after the final selection has been made. The town has the right to use any or all of the material outlined in the Proprietary Information above.

**I. Incurring Costs**

The Town of Rolesville is not liable for any costs incurred by those who have submitted submittals prior to issuance of a signed contract.

**J. Acceptance of Proposed Content**

The contents from the selected firm will become contractual obligations if a subsequent agreement is reached. Failure of the selected firm to accept these obligations may result in cancellation of the award.

**K. Acceptance Time**

The Town of Rolesville intends to make a selection by **Friday, October 3, 2014.**

**L. Standard Contract**

The selected firm shall include in their proposal submittal a copy of their Standard Contract.

**M. Payment for Services**

The Vendor agrees to bill the Town of Rolesville as each task is completed and approved and allow 30 days for payment to be received.

**Submittal Content**

The submittal must clearly address the requirements outlined in the RFP. Any concerns that the proposing firm may have about meeting these requirements shall be specifically identified in the proposal submittal. The proposing firm must insure that all proposed work meets all applicable State and Federal requirements.

Consultants interested in the project are invited to submit three (3) copies of a proposal submittal that addresses the criteria listed above and include the following:

**1. Personnel**

Provide the proposing firm's name, address, contact name(s) and telephone number(s).

**2. General Profile and Qualifications**

Provide a general profile of your firm. Also provide the qualifications that the personnel of your firm possess in order to prepare the services outlined in this RFP. Provide names of principals, key persons, or associates who would be involved in the project and their qualifications. Provide a list of similar projects completed by the person/firm, giving names, addresses, and phone numbers of clients.

**3. Scope of Services**

Provide an outline of the understanding of each task of the project. Summarize the basic approach to providing the services, and any recommendations on improving efficiencies in the process. Provide the names of the staff that will be assigned to complete each task.

**4. Summary Timeline**

Include a timeline for completion of each task.

**5. Summary of Fees**

The proposal should include the following cost information: the lump sum project cost with a breakdown illustrating the costs of various deliverables, including estimated cost per element of the plan; an estimate of the amount of staff time required to complete the project, including the number of meetings/site visits included in the project cost; and the firm's fee schedule for additional work. No additional expenses shall be incurred without the express prior written authorization from the Town of Rolesville.

**Proposal Submittal Evaluation and Selection**

Proposal submittals shall satisfy the requirements of the RFP. The firm's proposal submittal shall address all aspects of the RFP and clearly express the firm's understanding of the Town of Rolesville's specific requirements, indicating the firm's personnel qualifications to conduct these services in a thorough and efficient manner.

All applicants will be notified of the selection after a contract has been executed.

This RFP may also be found on the Town of Rolesville's website:

<http://rolesvillenc.gov/town-departments/planning/>